

**GREEN BRAND EQUITY MODEL : PERILAKU KONSUMEN PADA  
GREEN BRAND IMAGE, GREEN SATISFACTION, GREEN TRUST  
PRODUK MINUMAN AIR KEMASAN BOTOL AQUA DANONE DI KOTA MALANG**



## ABSTRAK

Penelitian ini bertujuan untuk menentukan pengaruh green brand image, green satisfaction, dan green trust terhadap Green Brand Equity produk air minum dalam kemasan (Aqua) di kota Malang. Populasi dalam penelitian ini adalah penduduk kota Malang yang mengonsumsi air minum dalam kemasan merek aqua. Jumlah sampel penelitian ditentukan berdasarkan rumus Hair sebanyak 126 orang dan dipilih dengan menggunakan teknik *self administered survey*. Data yang digunakan yaitu data primer dan data sekunder. Teknik analisis data dengan menggunakan analisis regresi linear berganda dan uji hipotesis dengan uji t dengan analisis data menggunakan bantuan program SPSS versi 21 Android. Hasil penelitian berdasarkan hasil analisis regresi linear berganda adalah green brand image berpengaruh secara signifikan terhadap green brand equity sebesar 16.9%, green satisfaction berpengaruh secara signifikan terhadap green brand equity sebesar 34.1% dan green trust berpengaruh secara signifikan terhadap green brand equity sebesar 20.8%.

**Kata Kunci :** *Green Brand Image, Green Satisfaction, Green Trust, Green Brand Equity*



## **ABSTRACT**

*This study aimed to determine the effects of green brand image, green satisfaction and trust towards green Green Brand Equity ari bottled products (Aqua) in the city of Malang. The population in this study is the Malang city dwellers who consume bottled water aqua brand. Total sample is determined by a formula Hair as many as 126 people and been using the technique of self administared survey. The data used are primary data and secondary data. Data analysis techniques using multiple linear regression analysis and hypothesis testing by t test with data analysis using SPSS version 21 Android. The results based on the results of multiple linear regression analysis is a green brand image significantly affect green brand equity amounted to 16.9%, green satisfaction significantly influence the green brand equity of 34.1% and green trusts significantly affect green brand equity amounted to 20.8%,*

**Keywords : Green Brand Image, Green Satisfaction, Green Trust, Green Brand Equity**

